

Magazine: ATLANTIC
Issue: 1/00/85

Total Pages: 106

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT+M # 687 pg:2C+PG.1	11		1SP	
MARLBORO L # 370 pg:13-15	11		3PG U	OFF: "LETTERS TO THE EDITOR."
		NOW 100 # 158 pg:1C	N/B	

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$94,674

2040688778

Magazine: ATLANTIC

Issue: 2/00/85

Total Pages: 106

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		NEW 100M # 116 pg:20	N/B	
MARLBORO 25+25L # 108 pg:52-53	6		CS	
		VANTAGE+100 # 441 pg:60		
MERIT # 483 pg:BC	45			

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$76,394

2040688779

Magazine: ATLANTIC
Issue: 3/00/85

Total Pages: 130

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
----------------------	------------	--------------------	----------------	---------

		NOW 100		
--	--	---------	--	--

		# 165 pg:20		
--	--	-------------	--	--

			N/B	
--	--	--	-----	--

MARLBORO 25+25L	22			OFF: "MUSIC".
-----------------	----	--	--	---------------

# 104 pg:107				
--------------	--	--	--	--

MERIT	22			
-------	----	--	--	--

# 679 pg:BC				
-------------	--	--	--	--

TOTAL CIGARETTE ADS = 3	TOTAL ADVERTISING =	\$50,549
-------------------------	---------------------	----------

2040688780

Magazine: ATLANTIC
Issue: 4/00/85

Total Pages: 146

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARLBORO #1000 pg:20	95			OFF: BW AD.
		NEW 100 # 167 pg:97		
			N/B	
MERIT+M # 686 pg:80	46			

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$48,520

2040688781

Magazine: ATLANTIC
Issue: 5/00/85

Total Pages: 110

PHILIP MORRIS ADS	MIN SEC	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MARL+100+L	18		SP	
#1003 pg:20-PG1				
		CAR+M+100+M+120	1/2 SP	
		# 228 pg:10-11	2C	
			N/B	

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$43,043

2040688782

Magazine: ATLANTIC
Issue: 6/00/85

Total Pages: 110

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
MERIT UL+MUL # 168 pg:72	37			OFF: "JUSTICE BETWEEN GENERATIONS".
MARLBORO L+100L # 385 pg:8C	37			

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$34,995

2040688783

Magazine: ATLANTIC
Issue: 7/00/85

Total Pages: 106

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
----------------------	------------	--------------------	----------------	---------

		STERLING	SP	
		# 125 pg:20-PG1		
		CAR+M+100+M+120	1/2 SP	
		# 228 pg:12-13	2C	
			N/B	
		NOV 100		
		# 168 pg:21	N/B	
B&H L+ML	10		SP	
# 241 pg:32-33				
MARLBORO L+100L	72			
# 383 pg:BC				

TOTAL CIGARETTE ADS = 5 TOTAL ADVERTISING = \$107,117

2040688784

Magazine: ATLANTIC

Issue: 8/00/85

Total Pages: 98

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
		STERLING # 129 pg:2C-PG1	SP	
B&H L+ML # 238 pg:48-49	47		CS	
MERIT UL+MUL # 171 pg:BC	48			

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$81,657

2040688785

Magazine: ATLANTIC
Issue: 9/00/85

Total Pages: 122

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
----------------------	------------	--------------------	----------------	---------

MARLBORO 25+25L	10		SP	
# 109 pg:20-PG1				

CAR:M+100+M+120	1/2 SP			
# 228 pg:12-13	2C			
	N/B			

STERLING				
# 139 pg:39				

NOW 100				
# 169 pg:3C				
	N/B			

TOTAL CIGARETTE ADS = 4 TOTAL ADVERTISING = \$81,600

Magazine: ATLANTIC
Issue: 10/00/85

Total Pages: 114

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
----------------------	------------	--------------------	----------------	---------

		NDW 100		
		# 136 pg:20		

N/B

		STERLING		
		# 143 pg:43		

MERIT UL: MUL	170			
# 175 pg:BC				

TOTAL CIGARETTE ADS = 3 TOTAL ADVERTISING = \$58,835

2040688787

Magazine: ATLANTIC
Issue: 11/00/85

Total Pages: 150

PHILIP MORRIS ADS	MIN SEC	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
B&H L+ML # 258 pg:45	99			TOPP: "UNITED NATIONS A BATTLE OVER SEEDS".
		CAR+M+100+M+120 # 235 pg:3C	12C IN/B	

TOTAL CIGARETTE ADS = 2 TOTAL ADVERTISING = \$33,212

2040588788

Magazine: ATLANTIC

Issue: 12/00/85

Total Pages: 126

PHILIP MORRIS ADS	MIN SEP	COMPETITIVE ADS	SIZE/ COLOR	REMARKS
----------------------	------------	--------------------	----------------	---------

RAM-LML	56			OPP: BW AD.
---------	----	--	--	-------------

# 253 pg:20				
-------------	--	--	--	--

		NOV 100		
--	--	---------	--	--

		# 177 pg:58		
--	--	-------------	--	--

			N/B	
--	--	--	-----	--

		STERLING+M		
--	--	------------	--	--

		# 146 pg:91		
--	--	-------------	--	--

TOTAL CIGARETTE ADS = 3	TOTAL ADVERTISING =	\$50,284
-------------------------	---------------------	----------

2040688789